



WDAF-TV

REVISION

ORDER

Print Date 08/17/12 Page 1 of 4

Flight Dates 08/11/12-08/22/12

Contract / Revision 567510 /

Original Date / Revision
08/17/12 08/17/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1597

Alt Order # 09788330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2B

Priority 1

Advertiser Ref

Order Share 28% Market Value 132857

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	38528
KCWE	%	0
KMBC	25%	33214
KMCI	%	0
KPXE	%	0
KSHB	18%	23914
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	74	\$31,620.00	\$37,200.00	0.00
Totals	74	\$31,620.00	\$37,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/22/12	74	\$31,620.00	\$37,200.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	4	08/13/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	5	\$450.00	2	0.00 NM	5	\$2,250.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--			5		\$450.00		0.00			
E 2	4	08/20/12	08/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	1	\$450.00	2	0.00 NM	1	\$450.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----			1		\$450.00		0.00			
3	4	08/13/12	08/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	5	\$450.00	2	0.00 NM	5	\$2,250.00
FOX 4 NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--			5		\$450.00		0.00			

Contract / Revision 567510 Flight Dates 08/11/12-08/22/12

Original Date / Revision 08/17/12/ 08/17/12

Advertiser **Democratic Senatorial Cam Product**DSCC IE

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	08/20/12	08/22/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	3		\$450.00		0.00						
5	4	08/18/12	08/18/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$375.00		0.00						
6	4	08/19/12	08/19/12	Su 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$375.00		0.00						
7	4	08/13/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-TWTF--	:30	3	\$150.00	2	0.00	NM	3	\$450.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	3		\$150.00		0.00						
8	4	08/20/12	08/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW----	:30	3	\$150.00	2	0.00	NM	3	\$450.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	3		\$150.00		0.00						
9	4	08/13/12	08/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-TWTF--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	1		\$150.00		0.00						
10	4	08/20/12	08/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	MTW----	:30	2	\$150.00	2	0.00	NM	2	\$300.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	2		\$150.00		0.00						
11	4	08/13/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-TWTF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	2		\$225.00		0.00						
12	4	08/20/12	08/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTW----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTW----	2		\$225.00		0.00						
13	4	08/13/12	08/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	5		\$450.00		0.00						
14	4	08/20/12	08/22/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	MTW----	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
FOX 4 NEWS															



WDAF-TV

Print Date: 08/17/12

Page 4 of 4

Contract / Revision **567510** Flight Dates **08/11/12-08/22/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Cam** Product **DSCC IE**

Estimate # **1597**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
24	4	08/20/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
MASTER CHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----					1	\$1,500.00		0.00			
25	4	08/21/12	08/21/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-T-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
MASTERCHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-T-----					1	\$1,500.00		0.00			
26	4	08/15/12	08/22/12	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--W----	:30	2	\$1,500.00	2	0.00	NM	4	\$6,000.00
SO YOU THINK YOU CAN DANCE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--W----					2	\$1,500.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	--W----					2	\$1,500.00		0.00			
27	4	08/13/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-TWTF--					3	\$750.00		0.00			
29	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					2	\$450.00		0.00			
30	4	08/18/12	08/18/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					2	\$450.00		0.00			
Totals														74	\$37,200.00